



SNAP Fuels Learning

Supplemental Nutrition Assistance Program Outreach and Enrollment in Schools

September 27, 2022



Presenting Organizations



Housekeeping

- If you encounter any technical difficulties, please use the [chat box](#) to get help.
- A recording of this webinar will be emailed to you along with the slide deck. Also will be available on the No Kid Hungry Center for Best Practices website bestpractices.nokidhungry.org
- If you have questions for the speakers, please enter those into the [Q&A box](#) and we'll get to those after our presentation.
- Survey will pop up in your browser window when the webinar ends - we appreciate your feedback



Agenda

- Why is SNAP important for schools
- Examples of SNAP efforts in school settings
 - Learning from San Diego Hunger Coalition, SCBS, and Sweetwater Union High School District
- Q&A
- Resources & Wrap-up

Supplemental Nutrition Assistance Program (SNAP)

The **Supplemental Nutrition Assistance Program** (SNAP, formerly known as food stamps) provides monthly grocery benefits on a “debit-like” card to purchase food at places people normally shop like grocery stores, farmers market, and online.

Program details:

- SNAP is the largest federal anti-hunger program and the largest child nutrition program in the U.S.
- Serves all ages and people. Any U.S. citizen and certain lawfully present non-citizens can receive benefits if they qualify.
- The program operates nationwide and in some U.S. territories. It may have a different name in your state, for example in California it's called CalFresh and in Wisconsin it's FoodShare.

The SNAP Enrollment Gap

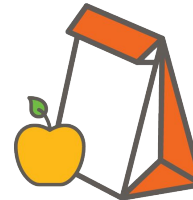
- Nationwide there's an 18% participation gap - meaning nearly 1 in 5 individuals eligible for SNAP miss out on benefits
 - 38% SNAP enrollment gap in San Diego County
- Certain families with children have higher participation gaps like immigrant and mixed status families, multigenerational families, and elderly head of households with children
- Reasons:
 - Lack of awareness
 - Difficult application process
 - Fear and stigma
 - Inequitable processes and practices

Why is SNAP Important for Schools?

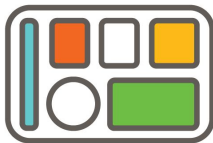
Kids that live in households receiving SNAP are directly certified for free school meals which means no need to collect meal applications. More directly certified students increases meal access and school revenue.



Kids have the food they need to learn and stay healthy.



Higher ISP makes CEP more possible helping reach more kids with free school meals.



Saves staff time and administrative costs. Boosts school nutrition revenue.



Secures more money for education programs.

Learn more: bestpractices.nokidhungry.org/resource/snapbenefitsforschools



Why is SNAP in Schools Important Right Now?

Pandemic waivers made free school meals available to all students. Schools and families saw the benefits of easy to access meals for kids. Many want free school meals for all to continue - boosting SNAP enrollment makes this possible.

What is Community Eligibility Provision (CEP)?

- Allows districts to feed all students free of charge through the NSLP and SBP programs.
- No need to collect meal applications
- Breaks down barriers and creates equity in meal service.
- Schools must meet the federal Identified Student Percentage (ISP) threshold individually, or by grouping with other schools. 40% ISP to meet CEP eligibility threshold, the greater a school's ISP the more financially viable CEP is.
- $\text{ISP\%} \times \text{Federal Multiplier (1.6)} = \text{\% meals reimbursed at free rate with Federal dollars}$
- No more claiming students as FREE, REDUCED or PAID.

Learn more about CEP:

<https://bestpractices.nokidhungry.org/programs/community-eligibility-provision>



SNAP Outreach in Schools





Add a SNAP Button on School Website

Schools and community organizations are an important source of information for families.

School websites are the perfect place for caregivers to learn more about SNAP.

Adding a “simple” button on the main nutrition services page or main district page is a great first step.



Sample Language to Copy and Paste: English

Newsletter or Website Post

The COVID-19 pandemic has hurt many families in our community. If you have recently lost income, you may be eligible for CalFresh. CalFresh benefits are uploaded to an Electronic Benefits Transfer (EBT) card and can be used to purchase food at places like grocery stores and farmers markets. Applying for CalFresh is confidential. Apply at <https://www.getcalfresh.org> or call 2-1-1.

Email or Letter to Families

Dear Families,

The coronavirus pandemic continues to impact families in our community with job layoffs and income loss. I'm writing because you may be eligible for a benefit called CalFresh.

CalFresh provides money for food on an Electronic Benefits Transfer (EBT) card that can be used like a debit card to buy food at grocery stores and farmers markets. The card is mailed to your house and benefits are uploaded each month directly on the card.

Now is a great time to apply to CalFresh! Because of the ongoing pandemic, a family of four can now receive over \$800 a month to purchase food. The amount you receive will depend on your income, expenses, and family size.

Please visit <https://www.getcalfresh.org> or call 2-1-1 to apply for CalFresh.

Robocall Script

Hello, this is [Name of superintendent or principal]. The coronavirus pandemic continues to hurt our families in many ways, but there are programs that can help.

If you or your family could use support buying groceries, you may be eligible for CalFresh, a program that helps millions of people. To apply for CalFresh today at <https://www.getcalfresh.org>.

Now is a great time to apply to CalFresh! Because of the ongoing pandemic, a family of four can now receive over \$800 a month to purchase food. The amount you receive will depend on your income, expenses, and family size.

Don't forget that families can also pick up free meals at school. Call 304-304-3044 with the word "FOOD" or "COMIDA" to 304-304-3044 available near you.

Don't forget students can also access free meals at school. For more information on school meals visit school or district website.

Again, the website to apply for CalFresh is <https://www.getcalfresh.org>.

SNAP fuels learning



LEARN MORE



Caregiver Communications

Utilizing asset-based messages that clearly communicate to caregivers the benefits of SNAP for their families, children, school, and community can help ease application hesitancy.


- Share the amount of benefits a family could receive
- Make the connection that receiving SNAP supports your school and community
- Be clear that receiving SNAP does not affect the immigration process




SNAP FUELS LEARNING

FACTSHEET | **NO KID HUNGRY**


The Supplemental Nutrition Assistance Program (SNAP) ensures kids and schools have the food and funding they need.



SNAP is available to support your family to afford food right now. SNAP provides monthly grocery benefits to buy food at places you normally shop - for a family of four that can be up to \$939 a month.



SNAP helps your school to get more education funding and reach more kids with free meals.



Learn if you are eligible for SNAP by texting Food to 74544. To apply, visit one.oregon.gov/ Applying for and receiving SNAP will have no immigration consequences for those who apply or their families.

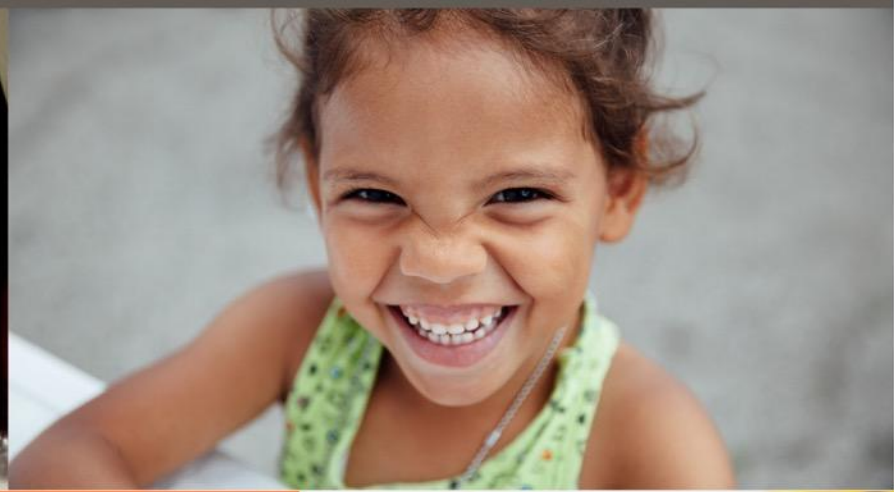
School Events

Providing information and enrollment opportunities at school events is a great way to increase knowledge and adoption of SNAP among families.

SNAP Outreach in Schools Toolkit

New resource with customizable, multi-language scripts, materials, and graphics to support your SNAP outreach in school efforts.





SNAP Outreach and Enrollment Partnership



SNAP Outreach and Enrollment Partnership



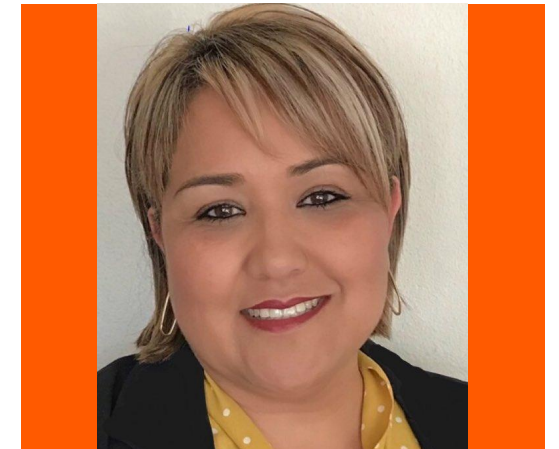
Eric Span

Nutrition Service Director
Sweetwater Unified High School
District



Amanda Mascia

Hunger Free Kids Manager
San Diego Hunger Coalition



Rachel Morineau

Community Engagement Director
SBCS

SNAP in Schools Initiative

What is it?

An initiative to help school districts increase access to available funding by conducting SNAP outreach and enrolling eligible families in SNAP.



SNAP in Schools: Overview of Project and Goals



Help eligible families access critical food benefits (SNAP)



Increase ISPs to above 40%



Benefits of CEP



Qualify all students for P-EBT

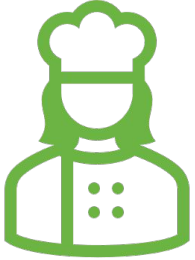




SNAP in Schools Initiative: How Does it Work?

- Partnership & team build
- SNAP promotion
- Data collection & analysis
- SNAP outreach
- SNAP application assistance

SNAP in Schools: Building a Team



Nutrition Services Director

Role: Project lead



Data

Role: Crunches ISP, creates list



Principal / Student Services

Role: Coordinates outreach efforts in school



Champion

Role: Trusted voice for family outreach



SNAP Application Assistor

Role: Assists families with enrollment

SNAP in Schools Partnerships

Sweetwater Union High School District & SBCS



Mountain Empire Unified School District & San Ysidro Health



Best Practice: SNAP (CalFresh) Navigator Trainings



The screenshot shows a Zoom meeting interface. At the top, a green banner contains the text "Hunger Free Navigator Training" in white. Below this, the "CalFresh" logo is prominently displayed in the center. The logo consists of the word "Cal" in a green script font, followed by a stylized graphic of a green leaf with red and purple accents, and the word "Fresh" in a bold green sans-serif font. At the bottom of the slide, there are two logos: on the left, the "SAN DIEGO HUNGER COALITION" logo with a hexagonal graphic, and on the right, the "Hunger Free Navigator Program" logo with a circular graphic. Below the slide content, a row of seven small video thumbnails shows the participants in the meeting.

Hunger Free Navigator Training

CalFresh

SAN DIEGO HUNGER COALITION

Hunger Free Navigator Program



SNAP in Schools: Champion

- Has a heart for the school community
- Retired or looking for extra hours
- Proactive, outgoing, trusted
- Loves helping students and families



SNAP in Schools: Assistor

- Understands SNAP program
- Able to answer questions
- Helps families enroll
- Tracks and manages application process



Why we wanted to be involved

Eric Span

Nutrition Service Director
Sweetwater Unified High School
District



Why SNAP Enrollment Supports Schools

- No need to request information from families (already obtained via direct certification)
- Reduces administrative burden to track and record student data
- May increase available data from families that are hard to reach (e.g., some language groups, refugees, etc.)
- Families receive a direct benefit and school funding/Title 1 benefits support kids in school
- Provides a tangible benefit to schools like additional staffing (e.g., counselors), services (e.g., tutoring), or access to technology depending on district and/or school decisions for use of funds

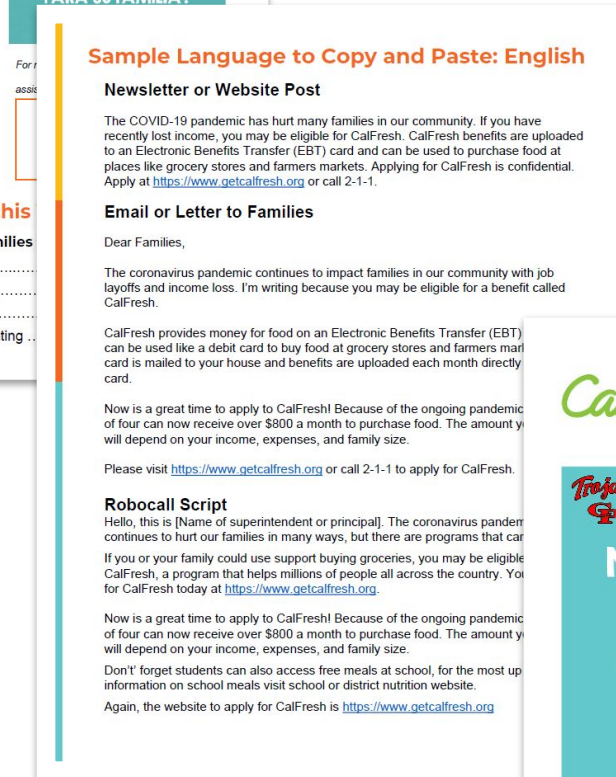
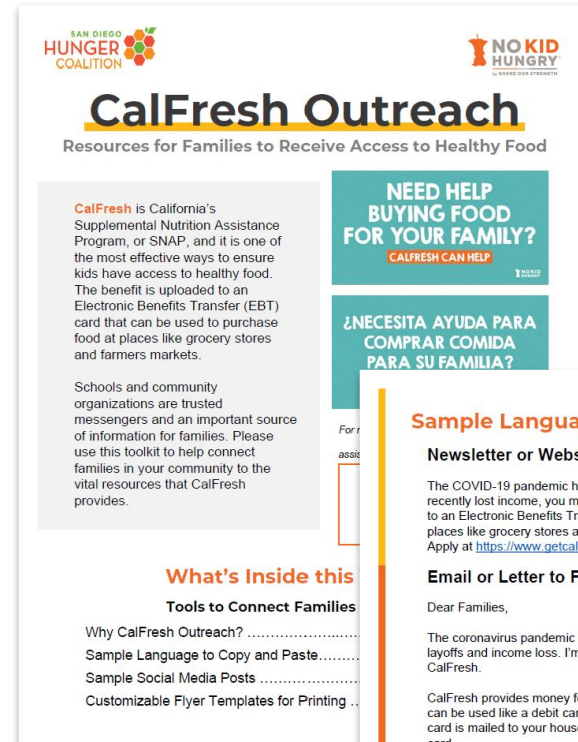
What Schools & Nutrition Departments Should Consider in Doing this Work



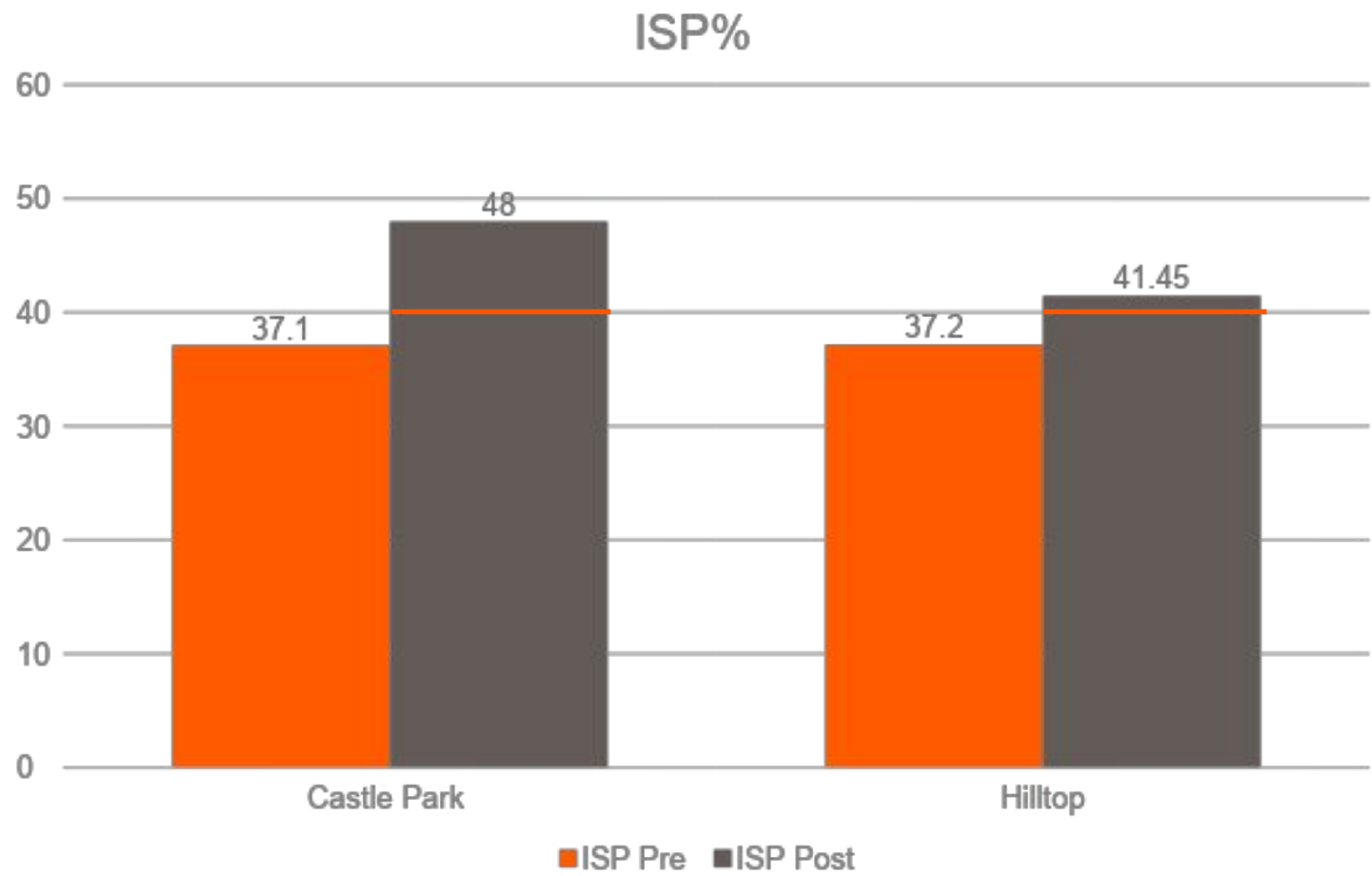
- Informed and invested administrators are your best allies
- Coordination and collaboration means additional time built into schedules during start-up
- Having roles clearly defined, with responsibilities ensures success
- Your direct certification or responsible IT department member is an invaluable asset
- Give yourself more time than you need
- Set up MOUs and Confidentiality agreements between school and outside supportive organizations

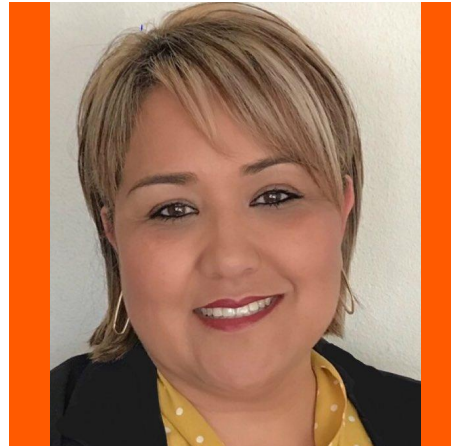
Best Practices

- Targeted outreach
 - Students previously on SNAP. WHY this approach & how we did it
- Messaging and communications methods that worked
 - Emailed EVERYONE (outside of targeted students previously on SNAP)!



Impacts on ISP/CEP





Why we wanted to be involved

Rachel Morineau

Community Engagement Director

SBCS

Role & Referral Process

- Promotores provided targeted person outreach at both schools, in person and at parent meetings
- Assigned school staff champions
- Sent out personalized letters and conducted phone calls in attempt to prescreen families
- Conducted outreach at food distributions and COVID-19 vaccine events
- Supported with wraparound services as needed
- In addition, all communications and marketing materials were co-branded provided through the schools had referral pathway directly to SBCS staff (fliers, social graphics, website, letters)

CalFresh **SWEETWATER** **UNION HIGH SCHOOL DISTRICT** **STRENGTHENING SBCS COMMUNITIES**

NEED HELP BUYING FOOD FOR YOUR FAMILY? CALFRESH CAN HELP

Sweetwater Union High School District has teamed up with SBCS and application assistants are standing by to help our families!

Email: sbcscommunityteam@csbcs.org
Call: (619) 271-5149

What is CalFresh?

- CalFresh is a program that helps: students, seniors, refugees, single parents, low income families, and some SSI members with money for food.
- There is no limit of people on one application.
- Can be used at some restaurants for hot meals
- Offers nutritional and healthy lifestyle tips

What do you need to apply for CalFresh?

- A state identification or driver license
- Proof of income
- Proof of expenses (if applicable)
- Proof of current address

This CalFresh program is unrelated to public charge.

For up-to-date information about the current Public Charge Rule & free legal services, please visit: www.sdhunger.org/safe

NECESITA AYUDA PARA COMPRAR COMIDA PARA SU FAMILIA? CALFRESH PUEDE AYUDAR

¡El Distrito De Escuelas Secundarias de Sweetwater se ha unido con SBCS y los asistentes de solicitud están listos para ayudar a nuestras familias!

Envíe un email: sbcscommunityteam@csbcs.org
Lláme: (619) 271-5149

Que es CalFresh?

- CalFresh es un programa que ayuda estudiantes, personas de la tercera edad, padres solteros, refugiados, y familias de bajos ingresos.

CalFresh **NEED HELP APPLYING?**
Email: sbcscommunityteam@csbcs.org
Call: (619) 271-5149
Say, "I'm interested in speaking with someone about CalFresh"

NOW IS A GREAT TIME TO APPLY TO CALFRESH!

Because of the ongoing pandemic, a family of four may now receive over \$800 a month to purchase food. the amount you receive will depend on your income, expenses, and family size.

SAN DIEGO HUNGER COALITION **NOKID HUNGRY**

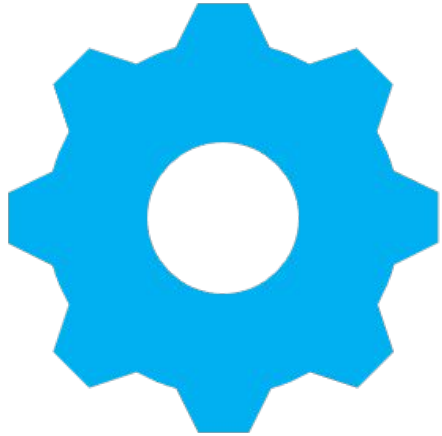
Families Reached & Assisted

- Promotores spent a lot of effort providing accurate information around stigmas and misinformation that has historically been shared in the community.
- Having a trusted CBO assist people, speaking their own language gives the community a sense of comfort
- Great need for assistance among local working families, and assist them in accessing other resources, even if they don't qualify for SNAP
- SBCS has a direct eligibility support contact person that can help with troubleshooting any issues around eligibility



SNAP Enrollment Impacts

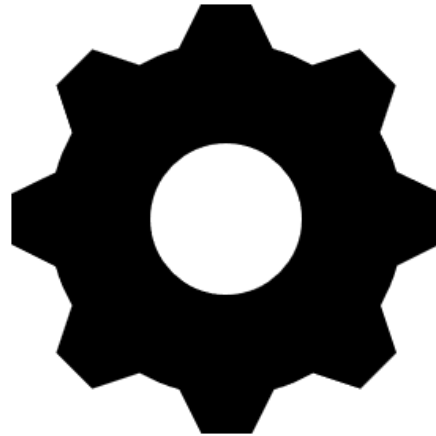
85 applications submitted



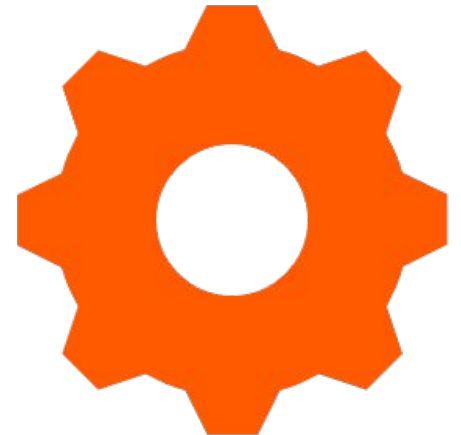
42 applications approved



18 applications pending



24 applications denied





FUTURE OF THIS WORK

Q & A





Resources

- [SNAP Outreach in Schools Toolkit](#)
- [SNAP Benefits for Schools - 1-pager](#)
- [Learn more about SNAP in Schools](#)
 - Direct certification, outreach strategies and tools
 - New resources will continued to be added

Upcoming Webinars

- [Adding Afterschool Meals to Your Back-to-School Plans](#)
Friday, September 30th at 1:30pm ET
- [You've Gone CEP, Now What? – Tips & Tricks to Maximize CEP](#)
Thursday, October 6th at 1:30pm ET

A young boy with light brown hair, wearing a blue baseball cap with red and white lettering and an orange hoodie, is sitting at a table. He is smiling broadly at the camera while holding a piece of food from a yellow school tray. The tray also contains a small container of white sauce, a small container of green sauce, and some orange-colored food items. In the background, a person wearing a white sweater and dark pants is partially visible, and the setting appears to be a school cafeteria with blue and white walls.

THANK YOU

bestpractices@strength.org

bestpractices.nokidhungry.org